In the Claims:

Please amend Claims 1 and 11, and add new Claims 30-33, all as shown below. Applicant respectfully reserves the right to prosecute any originally presented or canceled claims in a continuing or future application.

1. (Currently Amended) A method for managing content rich data residing on a removable memory apparatus that has been inserted into a handheld device, comprising:

locking the content rich data residing on the removable memory apparatus such that said content rich data is not permitted to be erased by a user of said handheld device;

establishing a connection between the removable memory apparatus and the handheld device;

searching, by a program residing on the removable memory apparatus, for at least one content cookie having a counter that ~~may be~~ is programmed into memory residing within the handheld device upon having established said connection;

installing at least one content cookie, having a counter, from the removable memory apparatus onto the handheld device if no content cookie was found when searching for the ~~at least one~~ content cookie;

searching within the handheld device for a content player enabled to present the content rich data;

detecting the absence of a content player enabled to present the content rich data within the handheld device;

installing a content player enabled to present the content rich data in response to detecting the absence of a content player enabled to present the content rich data existing on the handheld device;

launching the content player enabled to present the content rich data;

presenting the content rich data within the handheld device via the content player; and

decrementing the counter of the ~~at least one~~ content cookie wherein upon reaching a predetermined value by decrementing the counter of said content cookie, the content rich data is automatically removed from the handheld device.

2. (Original) The method of claim 1, wherein the content rich data is multimedia data.

3. (Original) The method of claim 1, wherein the content rich data is at least one graphical image.

4. (Original) The method of claim 1, wherein the content rich data is an audio file.

5. (Original) The method of claim 1, wherein the handheld device has a display screen, and the method further comprises the step of displaying the content rich data on the screen.

6. (Original) The method of claim 1, wherein the removable memory apparatus is a memory stick.

7. (Original) The method of claim 1, wherein the removable memory apparatus is a solid state memory apparatus.

8. (Original) The method of claim 1, wherein the removable memory apparatus is a micro-mechanical drive.

9-10. (Canceled)

11. (Currently Amended) A computer program product that includes a computer-usable medium having a sequence of instructions which, when executed by a processor, causes said processor to execute a process for displaying content rich data residing on a removable memory apparatus within a handheld device soon after the device is inserted into the handheld device, said process comprising:

locking the content rich data residing on the removable memory apparatus such that said content rich data is not permitted to be erased by a user of said handheld device;

establishing a connection between the removable memory apparatus and the handheld device;

searching, by a program residing on the removable memory apparatus, for at least one cookie having a counter that ~~may be~~ is programmed into memory residing within the handheld device upon having established said connection;

installing at least one content cookie, having a counter, on the handheld device if no content cookie was found when searching for the ~~at least one~~ content cookie;

searching within the handheld device for a content player enabled to present the content rich data;

detecting the absence of a content player enabled to present the content rich data within the handheld device;

installing a content player enabled to present the content rich data in response to detecting the absence of a content player enabled to present the content rich data existing on the handheld device;

launching a content player enabled to present the content rich data;

presenting the content rich data within the handheld device via the content player; and

decrementing the counter of the ~~at least one~~ content cookie wherein upon reaching a predetermined value by decrementing the counter of said content cookie, the content rich data is automatically removed from the handheld device.

12. (Original) The computer program product of claim 11, wherein the content rich data is multimedia data.

13. (Original) The computer program product of claim 11, wherein the content rich data is at least one graphical image.

14. (Original) The computer program product of claim 11, wherein the content rich data is an audio file.

15. (Original) The computer program product of claim 11, wherein the handheld device has a display screen, and the method further comprises the step of displaying the content rich data on the screen.

16. (Original) The computer program product of claim 11, wherein the removable memory apparatus is a memory stick.

17. (Original) The computer program product of claim 11, wherein the removable memory apparatus is a solid state memory card.

18. (Original) The computer program product of claim 11, wherein the removable memory apparatus is a micro-mechanical drive.

19-20. (Canceled)

21. (Previously Presented) The method of claim 1, wherein the handheld device is communicatively coupled to the Internet and further wherein the content rich data includes one or more links to one or more Websites associated with the content rich data.

22. (Previously Presented) The method of claim 21 wherein the one or more links are hyperlinks that, when invoked by a user, will launch a Web browser and open a webpage associated with the hyperlink.

23. (Previously Presented) The computer program product of claim 11, wherein the handheld device is communicatively coupled to the Internet and further wherein the content rich data includes one or more links to one or more Websites associated with the content rich data.

24. (Previously Presented) The computer program product of claim 23, wherein the one or more links are hyperlinks that, when invoked by a user, will launch a Web browser and open a webpage associated with the hyperlink.

25. (Previously Presented) The method of claim 1, the method further comprising removing the content rich data from the handheld device when the counter reaches zero.

26-27. (Canceled)

28. (Previously Presented) The method of claim 1, the method further comprising:

storing information in the at least one content cookie wherein the information represents user interaction with the content rich data; and

uploading the at least one content cookie to a server.

29. (Previously Presented) The computer program product of claim 11, wherein the process for displaying content rich data residing on a removable memory apparatus within a handheld device soon after the device is inserted into the handheld device further comprises:

storing information in the at least one content cookie wherein the information represents user interaction with the content rich data; and

uploading the at least one content cookie to a server.

30. (New) The method of claim 1, wherein the counter is specific to the handheld device such that the content rich data will be presented the predetermined number of times per each device that the memory apparatus is inserted into.

31. (New) The method of claim 1, further comprising:

removing the content player enabled to present the content rich data from the handheld device wherein the content rich data will not be presented again on the handheld device.

32. (New) The computer program product of claim 11, wherein the counter is specific to the handheld device such that the content rich data will be presented the predetermined number of times per each device that the memory apparatus is inserted into.

33. (New) The computer program product of claim 11, wherein the process for displaying content rich data residing on a removable memory apparatus within a handheld device soon after the device is inserted into the handheld device further comprises:

removing the content player enabled to present the content rich data from the handheld device wherein the content rich data will not be presented again on the handheld device.